

PROFESSIONAL ACCOUNTANT

MAGAZINE

Amplifying Accountants & SME's Voices in Canada

PROFESSIONAL ACCOUNTANT



MAGAZINE

Volume 1 Issue 1 | Fall 2025

Amplifying Accountants and SME's Voices in Canada



ZUBAIR CHOUDHRY

President & CEO of RPA Canada
"Professional Accountant Magazine — a new resource for accountants committed to protecting the public interest." Pg. 3



TAXPAYERS BEWARE

Taxpayer Representatives Beware:
The CRA is About to Get
Much Stronger Audit Powers. Pg. 11

GINA BATISTA

First Winner of the RPA Women Entrepreneur Awards (2019), who built Casa Dolce Casa into a 71-bed retirement home with 65 jobs, inspiring women entrepreneurs. Pg. 9

Small Business Week | October 19 - 25, 2025



www.rpacanada.org

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Print distribution: 5,000 copies.

Digital circulation 50,000 across Canada

WWW.PROFESSIONALACCOUNTANT.ORG

ABOUT

PROFESSIONAL

ACCOUNTANT

MAGAZINE



PROFESSIONAL ACCOUNTANT is the official magazine published by RPA Canada. Launched to bring together members, students, practitioners, and small business leaders, the magazine serves as a central hub for knowledge, updates, and opportunities within the accounting & business professions.

This marks the beginning of a new era of professional connection. Through its pages, the magazine highlights the vital role of the Professional Accountants in Canada's business landscape—bridging the gap between technical expertise and practical solutions tailored for the needs of small and medium-sized enterprises (SMEs).

The magazine features:

- **Professional Insights** – Articles on accounting standards, taxation, management, technology, and data analytics to keep practitioners at the forefront of their profession.
- **Education & Student Focus** – Updates in accounting education, exam preparation, academic and success stories from students advancing toward the accounting profession.
- **Business & Entrepreneurship** – Resources, case studies, and profiles of Canadian entrepreneurs who embody innovation, resilience, and growth.
- Accounting Professional Spotlight – Recognizing the achievements of Accountants across Canada and internationally.
- **Policy & Advocacy** – Updates to promote professional recognition, protect public interest, and expand opportunities for accountants.

With red as its signature color, symbolizing strength, determination, and progress, "Professional Accountant" is more than a magazine—it is a platform of connection. It unites the voices of members, students, educators, and business professionals in one place, reinforcing the mission of to empower accountants and support the success of Canadian businesses.

ANNUAL ISSUE SCHEDULE

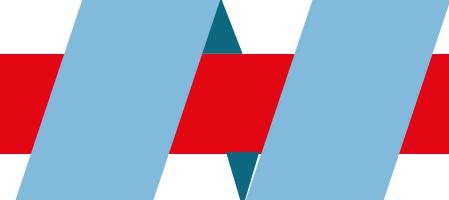
SMALL BUSINESS WEEK ISSUE – October release

WINTER ISSUE - January release

SPRING ISSUE - April release

HOLIDAY ISSUE – July release

Note: Release dates are subject to change.



PRICING



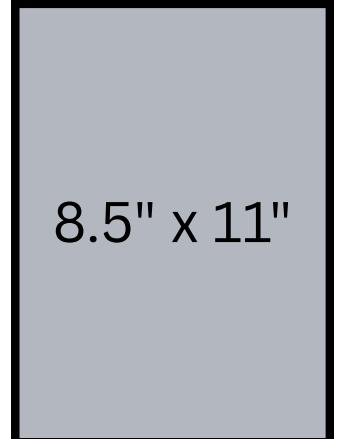
FULL PAGE

Full Page Advertisement + Bonus Editorial Spot

- Outside Back Cover: \$10,000
- Inside Front Cover: \$ 7,500
- Inside Back Cover: \$ 6,000
- Regular Full Page: \$ 3,000

Plus applicable taxes

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EDITORIALS

Professional Accountant Magazine invites editorial submissions of approximately 300 words to feature with a sponsor ad. Articles should focus on issues, trends, and information relevant to small businesses and business professionals impacting Canada's business community. Please note that editorial space is subject to availability and will be allocated on a first-come, first-served basis.

HALF PAGE

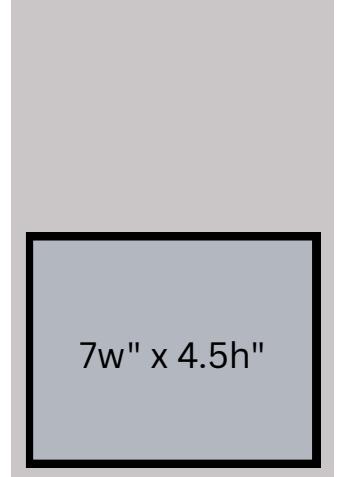
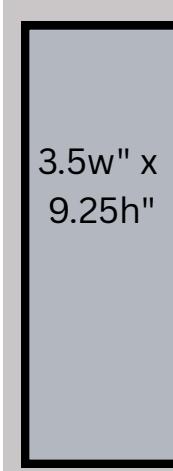
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Advertisement

Half Page Ad: \$1,500

3.5" x 9.25"

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ANNUAL ISSUE SCHEDULE

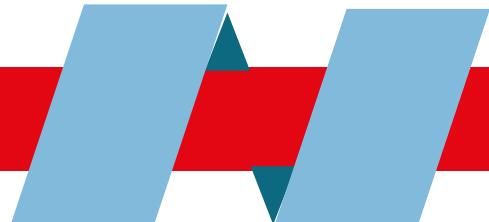
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WHY CHOOSE A PROFESSIONAL ACCOUNTANT MAGAZINE?



BRAND AWARENESS:

Connect with a national community of accounting professionals, small business owners, students, post-secondary education institutions, and partners across Canada.

Flexible Pricing:

Sponsorship and ad options for every goal and budget – single issue, multi-issue, and bundled digital placements, please ask.

Join the Conversation:

Professional Accountant covers timely topics shaping the profession: SME accounting, tax laws & accounting standards updates, technology and AI, ethics, practice growth, and protection of public interest.

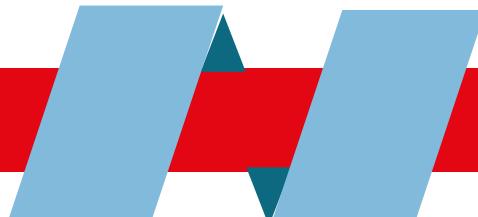
Exclusive:

The only Small Business-focused accounting magazine in Canada – featuring articles, research, and advertisements from industry, accountants, practice firms, and leading voices in the accounting and Small business across Canada.

OBJECTIVE

5,000 printed copies are distributed and 50,000 digital copies are circulated across Canada. In addition, the magazine reaches 5,500 subscribers and more than 20,000 social media followers across Canada and internationally who regularly view and engage with the digital edition.

Amplifying Accountants & SME's Voices in Canada.



ADVERTISEMENT OPTIONS



Dear Advertisers,

Thank you for your consideration to advertise in the **PROFESSIONAL ACCOUNTANT** Magazine. Please select your advertising selection below with the corresponding advertising agreement will be provide soon.

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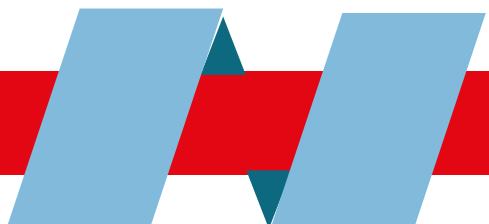
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- Inside Front Cover** \$ 7,500 + HST
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- Half Full page** \$ 1,500 + HST

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